

TOURISM DIVISION



Tourism briefs

Matched grant deadline

Tourism-related attractions hoping to take part in the state's matched grant program have until Aug. 30 to get their applications to the Tourism Division office, said Deputy Director Joanne Olson.

"The goal is to assist with regional promotion to visitors once they are in the state," Olson said.

The grants were announced in May by Gov. John Hoeven in an effort to promote tourism in North Dakota.

The Matched Grant Program provides \$50,000 in the first year to tourism-related industries, communities and attractions working together to promote the regional experience.

Groups wanting to match private-sector funds up to \$5,000 in time for the 2003 tourist season should have all necessary information returned to Tourism by Aug. 30. A committee will review each request and award grants based on the applicant's ability to form a partnership to promote the regional tourism experience.

To learn more about the Matched Grant Program or to receive a grant application, call the Tourism Division office at 701-328-2525 or 800-435-5663.

Contact us

Want to reach Tourism? Here's how:

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| Joanne Olson, Deputy Director | 328-3505 |
| Deanne Keller, Travel Counselor | 328-2525 |
| Dee Buchholz, Administrative Assistant | 328-2526 |
| Gloria Hedahl, Travel Counselor | 328-2661 |
| Cheryl Purdy, Administrative Staff Officer | 328-2548 |
| Rachel Retterath, Lewis & Clark Coordinator | 328-2532 |
| Mark Zimmerman, Outdoors Promotions | 328-2509 |
| Marcia Slag, International Marketing | 328-3502 |
| Scooter Pursley, Information Specialist | 328-2874 |



Get the word out

Tourism, DOT partners in brochure distribution plan

North Dakota Tourism Division and the Department of Transportation are teaming up to make traveling within the state a little easier.

The agencies are working on establishing a distribution plan by which travel brochures from various tourist attractions in the state will be stocked at rest areas and travel centers throughout North Dakota.

The goal is to have racks and brochures available to visitors in time for the start of the 2003 tourist season.

"It is important that we make sure travelers in North Dakota know of the many opportunities they have as they make their way through the state," said Outdoor Promotions Coordinator Mark Zimmerman, who is spearheading Tourism's pursuit of a brochure distribution plan. "This team effort by Tourism and the Department of Transportation will accomplish that."

Under the plan being discussed, DOT has agreed to purchase racks for approximately 13 rest areas. It also

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Tourism Division, in cooperation with the Department of Transportation, is proceeding with plans for placement of brochure distribution racks at DOT rest areas across the state. This cooperative effort is a vital piece of the marketing and promotional efforts of Tourism to provide attraction and accommodation information to the traveling public. The racks will be placed and materials ready for the 2003 travel season.

Input on what material should be placed in the racks, shipment and storage of material, and other concerns need to be addressed. The advice, comments and suggestions of private businesses and communities is imperative to make this a successful venture. Please contact Mark Zimmerman at Tourism at 701-328-2509.

Training of trainers to aid travelers on Lewis & Clark Trail

A new component to the Lewis & Clark Hospitality Training Program is now being offered.

Train the Trainer sessions will start on Aug. 8. The sessions are 4- to 5-hour facilitator training courses that will allow participants to become certified Lewis & Clark Hospitality Training facilitators.

More sessions will be conducted as the demand increases. Training others throughout the state to facilitate this program will help spread the Lewis & Clark training throughout the state.

The first *Train the Trainer* session is on Aug. 8 from 9 a.m. to 2 p.m. at the Heritage Center in Bismarck. Please contact Rachel Retterath at 800-435-5663 or rretterath@state.nd.us if you are interested in attending.

Information needed from tourism partners

The Tourism Division is finalizing a database of statewide attractions and accommodations for use in the 2003 Travel Guide and on the new Tourism Web site, which will launch later this summer.

Tourism staffers have been compiling the list of attractions and accommodations for several weeks, and many have not returned information vital to the database. The information used for the travel guide will also be used for the Web site.

If you have put off contacting the Tourism office, or haven't been contacted by the Tourism office, don't hesitate; get your information in right away by calling 800-435-5663 or 701-328-2525.

Time is running out.

Brochures

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will be responsible for placement and securing of racks, more of which may be purchased in the future for use in busy travel corridors like I-94 and I-29. Cleaning contractors for DOT will be responsible for stocking and maintaining racks.

Tourism, meanwhile, will be responsible for setting criteria for determining which brochure should be placed in which rest area. The division also will look into partnerships to ease the cost of maintaining timely shipping of brochures to designated rest areas.



Posters available

Stop by the Tourism Division office at 400 E. Broadway in Bismarck and pick up your Lewis & Clark Expedition poster.

The 36x24 posters are available to any attraction, visitor center or event promoting the Lewis & Clark

Expedition in North Dakota. The posters will fit into a standard poster frame.

If you have questions about the posters, contact Rachel Retterath at the Tourism Division office at 800-435-5663 or rretterath@state.nd.us.

Attendance on upswing



Attendance is rising at state attractions like the Lewis and Clark Interpretive Center in Washburn

Travel Industry Association of America reports that leisure travel increased 3.1 percent in 2001. A marketing study posted on the organization's Web site indicated that travel was an important part of the lives of most Americans, many of whom simply changed their travel patterns rather than stay home following 9/11.

Travelers opted to take shorter leisure trips closer to home and by automobile rather than plane. Numbers indicated a strong tourism presence in North Dakota over the Fourth of July holiday.

From July 3 to July 7, attendance at North Dakota state parks was 65,885 visitors, up 39 percent over the previous year. The State Historical Society reported that attendance at the Chateau de Mores State Historic Site in Medora topped 200 per day each day for the first time in at least five years.

At Washburn, the Lewis and Clark Interpretive Center reported a 17-percent increase in visitation during the July 3-7 reporting period. Overall, visitation is up 10 percent over the previous year.